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VERVE launches a new solution to reduce corporate healthcare costs



Health & Nutrition Program (Corporate Wellness)

Stamford, CT - April 11, 2019 - Today, 5% of a company's employees can account for 75% of its healthcare costs.¹ Further, 80% of all those healthcare costs are linked to lifestyle-related preventable chronic diseases, such as diabetes, heart disease, obesity, and cancer.²

VERVE, a trusted provider of business consulting services to major corporations in the finance, technology, manufacturing, and pharmaceutical industries, is now offering a solution to help corporations reduce their healthcare spending. "Not only will they be able to reduce costs, but corporations will also increase their employees' productivity," remarked Sandy Russell, Managing Director of VERVE.

¹ <https://wfpb.org/>

² <https://www.lifestylemedicine.org/What-is-Lifestyle-Medicine>

VERVE has designed a fully loaded program that will enable companies to improve employee well-being and diminish high healthcare costs associated with these diseases. Russell notes, "This is not the typical Corporate Wellness program and will complement those currently in place. What makes this program innovative is the fast return on investment (participants can reduce, if not eliminate their medication consumption in as little as 3 months), its sustainability, and its roots. It is based on a well-documented science-based nutrition program advocated by pioneers in the field Dr. T. Colin Campbell, Dr. Caldwell Esselstyn, Dr. Dean Ornish, and Dr. Neal Barnard, to name a few."

"The inspiration for this program came as VERVE discovered the staggering amount corporations spend on healthcare that is preventable," said Russell. Diabetes cost an estimated \$327 billion in 2017. That includes \$237 billion in direct medical costs and \$90 billion in decreased productivity.³ Additionally, obese full-time workers lose an estimated 450 million work days compared with healthy workers, resulting in \$153 billion of lost productivity annually.⁴ "Those numbers led to the recognition of the need to educate people on healthier nutrition and reducing costs associated with preventable diseases," remarked Russell.

"The solution is actually quite simple in theory," said Russell. "Many diseases are *preventable* if we change what we eat. In practice, however, many struggle to change years of habits and preferences as well as wade through conflicting "healthy" food information. That's where our Jumpstart Program comes in." With an onsite program manager, VERVE's 10-day Jumpstart Program starts with measuring participants' biometrics and corporate healthcare benchmarking and includes ongoing lifestyle sustaining components and coaching by experts in nutrition. The program is said to improve the health of employees and yield lower healthcare costs to corporations.

VERVE is excited to offer this program to corporations who are passionate about their employees' health. Should you be interested in piloting this program with VERVE, please contact Holly Westbrook (details below).

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³ <http://www.diabetes.org/advocacy/news-events/cost-of-diabetes.html>

⁴ <https://www.stateofobesity.org/healthcare-costs-obesity/>